## **Cameras**

Instant Savings October 20-26, 2025



## Lenses

Instant Savings October 20-26, 2025



## Bundles

Instant Savings October 20-26, 2025



SONY

	Product	Model #	Selling Price	IR Savings	Selling Price After Savings
		ILCE1/B	\$6,19999	\$200	\$5,99999
EST CE		ILCE7RM5/B	\$4,19999	\$900	\$3,299 <sup>99</sup>
EST CE		ILCE7M4K/B	\$2,89999	\$700	\$2,199 <sup>99</sup>
EST CE		ILCE7M4/B	\$2,69999	\$700	\$1,999 <sup>99</sup>





Product	Model #	Selling Price	IR Savings	Selling Price After Savings
FE 70–200mm F2.8 GM OSS	SEL70200GM	\$2,14999	\$100	\$2,049 <sup>99</sup>
FE 24–70mm F2.8 GM	SEL2470GM	\$1,79999	\$200	\$1,59999
FE 24–105mm F4 G OSS	SEL24105G/2	\$1,399 <sup>99</sup>	\$200	<b>\$1,199</b> <sup>99</sup>

lpha Bundles

Bundle	With	Additional Savings
All ILC Models (Body or Kit)	SEL50F18F/2*	\$30
All ILC Models (Body or Kit)	SEL11F18, SEL15F14G, SEL20F18G, SEL24F28G, SEL35F18F, SEL40F25G, SEL50F25G, SEL70350G, SEL85F18/2, SELP1020G OR SELP1635G*	\$50
All ILC Models (Body or Kit)	SEL2860*	\$200
SEL100400GM, SEL200600G, SEL70200G2, SEL70200GM OR SEL70200GM2	SEL14TC OR SEL20TC*	\$200
α7R V, α7R IV, α1, α1 II <b>OR</b> α9ΙΙΙ	SEL300F28GM*	\$300
α7R V, α7R IV, α1, α1 II <b>OR</b> α9ΙΙΙ	SEL100400GM, SEL200600G, SEL50F12GM, SEL1635GM2, SEL70200GM2 OR SEL2470GM2*	\$100

Accessories, Point and Shoot, and Media Bundles



MEDIA COMPATIBILITY INFORMATION

Bundle	With	Additional Savings
All CFE-A Combatible Cameras	CEAG80T CFexpress Type A (80GB)*	\$20
All CFE-A Combatible Cameras	CEAG160T CFexpress Type A (160GB)*	\$100
All ILC Models	SFG256T/T1 Tough (256GB)*	\$50
All ILC Models	SFG128T/T1 Tough (128GB)	\$25
CEAG160T	Buy two get discount CEAG160T (CFexpress Type A 160GB card)**	\$300
All DSC AND Non FF APS-C	Vlogger Accessory Kit (ACCVC1)*	\$50
All ILC AND FX Cameras	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All Compatible ILC AND DSC Cameras	Vlogger Shotgun Microphone (ECMG1.SYU)*	\$50
All ILC Cameras (Body or Kit)	Digital Shotgun Microphone (ECMB1M.UC)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC4EM)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC3EM)*	\$50
All ILC Models (Body or Kit)	Digital Shotgun Microphone (ECMB10.UC)*	\$50
All ILC FF High Cameras	Wireless Radio Flash (HVL-F60RM2)*	\$50
All DSC AND Non FF APS-C	Creator Accessory Kit II (ACCVC2)*	\$50
All Compatible ILC Cameras	Vertical Grip (VGC5)*	\$100
All ILC Models (Body or Kit)	Wireless Radio Flash (HVLF46RM.UC <mark>OR</mark> HVLF46RMA.UC)*	\$50
All ZV Series (White) Camera	GPVPT2BTW.UC (white) grip	\$40
All compatible compact ILC/DSC/ZV models	Remote Grip (GPVPT3B.UC OR GPVPT3W.UC)	\$50

Please check final pricing at retail. Offers valid at participating retailers. \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. \* Stackable with other soft bundles. \* Stackable with other soft bundles and standalone instant rebate. \* Stackable with other soft bundles. \* Stackable with other soft bundles. \* Stackable with other soft bundles. \* Stackable with other soft bundles and standalone instant rebate on camera body and accessory only, if any. \* Stackable with instant rebate on camera body and accessory only, if any. \* Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

Please check final pricing at retail. Offers valid at participating retailers. \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. \* Stackable with other soft bundles. \* Stackable with other soft bundles and standalone instant rebate. \* Stackable with other soft bundles. \* Stackable with other soft bundles. \* Stackable with other soft bundles and standalone instant rebate on camera body and accessory only, if any. \* Stackable with instant rebate on camera body and accessory only, if any. \* Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

Please check final pricing at retail. Offers valid at participating retailers. \* Stackable with other soft bundles and standalone instant rebate. \*\* Not stackable with other soft bundles and standalone instant rebate. † Stackable with other soft bundles. †† Stackable with instant rebate on camera body only, if any. †† Stackable with instant rebate on camera body and accessory only, if any. Prices and offers non-redeemable for cash, non-transferable and may not be combinable with other offers or discounts. Reseller prices may vary. Prices and offers stated do not include tax or shipping. Specifications, availability, prices and terms of offer are subject to cancellation or change without notice. Sony is not responsible for photographic, typographic or system errors.

250919 Weekly IR Flyer OCT25\_v5\_rw.indd 8-10